COUNCIL BRIEFING TUESDAY 31 JANUARY 2006 8:30 A.M. PLAZA LEVEL CONFERENCE ROOM

- 1. Presentation by representatives of the Alcoholic Beverage Control Board (Attachment #1)
- 2. Urban Development Investment Guidelines (Attachment #2)
- 3. Heart of Triad (HOT) Presentation (Attachment #3)

You may review attachments for this agenda in the City Clerk's Office or in the area outside the Council Chamber, Melvin Municipal Office Building, 300 W. Washington Street, Greensboro, NC. You may also review agenda attachments on the City's website at www.greensboro-nc.gov prior to the meeting. If you have questions about the agenda, please call Juanita Cooper or Susan Crotts at at 373-2397.

Any individual with a disability who needs an interpreter or other auxiliary aids or services for this meeting may contact Juanita Cooper or Susan Crotts at 373-2397 or 333-6930 (TDD).



City of Greensboro City Council Agenda Item

TITLE: Resolution authorizing the merger of Summerfield's newly approved ABC System with the City of Greensboro ABC Board

| Department: | ABC Board | Current Date: | 1/12/2006 |
|--------------|-------------|--------------------|---------------------|
| Contact 1: | Katie Alley | Public Hearing: | n/a |
| Phone: | 274-6304 | Advertising Date: | n/a |
| Contact 2: | as a second | Advertised By: | n/a |
| Phone: | | Authorized Signatu | Ire Quanta 7 Cooper |
| Attachmente: | Decelution | | 1 |

Attachments: Resolution

PURPOSE The Town of Summerfield is requesting that the Greensboro ABC Board manage the newly authorized ABC store in Summerfield. The City Council needs to approve this merger.

BACKGROUND In May, 2005 the town of Summerfield voted in an ABC store and liquor by the drink. In October, 2005, the Town Council voted to have the Greensboro ABC Board manage the Summerfield ABC store per GS 18B-703(h). The City of Greensboro's ABC Board has requested that the Greensboro City Council pass a resolution merging Summerfield's newly approved ABC System with the City of Greensboro ABC Board.

BUDGET IMPACT None

RECOMMENDATION/ACTION REQUESTED That City Council adopt the Resolution authorizing the merger of Summerfield's newly approved ABC System with the City of Greensboro ABC Board.

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CITY OF GREENSBORO ALCOHOLIC BEVERAGE CONTROL BOARD

P.O. BOX 16906 115 NORTH CEDAR STREET GREENSBORO, N. C. 27416-0905 (336) 274-6304

PAX (336) 273-3708

owen dilewis. Chairman Jesse L. Warren, Vice-Chairman Nangy C. Etewart. Member RUTH G. FORNEY, MEMBER
CARL C. ASHBY, IN, MEMBER
KATIE ALLEY, GENERAL MANAGER

Memorandum:

Juanita Cooper, Greensboro City Council Clerk

From:

Katie Alley Katu

Subject:

Summerfield ABC Store

Date:

January 3, 2006

In May of 2005 the voters in the town of Summerfield voted in an ABC store and liquor by the drink. On October 4, 2005, the Town Council of Summerfield unanimously voted to have the Greensboro ABC Board manage the Summerfield ABC store per GS 18B-703(h). On December 6, 2005, the Town Council of Summerfield passed the attached resolution.

The Greensboro ABC Board formally requests that the Greensboro City Council pass the resolution at their January 24, 2005 council meeting.

As always thank you for your continued support!

Attachment: As Stated Above

Copy: Coursil
Managers
Legal

RESOLUTION AUTHORIZING THE MERGER OF THE TOWN'S NEWLY APPROVED ABC SYSTEM WITH THE CITY OF GREENSBORO ABC

WHEREAS, there presently exists an Alcoholic Beverage Control system which serves the City of Greensboro, North Carolina that is governed by a Board of Alcoholic Control ABC Board as provided for in Chapter 291 of the 1951 North Carolina Session Laws, as amended.

WHEREAS, the Board and the governing hodies of the City of Greensboro and the Town of Summerfield ("Town") have each determined that it is in the public interest to have a Consolidated System in The City of Greensboro ("Greensboro") as permitted by the merger provisions of Chapter 18B of the General Statutes of North Carolina; and

WHEREAS, the powers of the Board shall be those specified in Chapter 18B of the General Statutes of North Carolina as amended; and

WHEREAS, it is contemplated that the Town of Summerfield as a municipality located within Guilford County does desire to establish ABC store(s) within the municipal limits of the Town of Summerfield and become part of the Greensboro ABC System; and

WHEREAS, the Greensboro ABC Board and the Town of Summerfield will jointly examine the location and placement of the initial proposed ABC Store within the Town on property adjacent to Highway US 220 with appropriate vehicular access for the general site location to Highway US 220; however, the final decision as to placement location of such ABC Store within the Town will be made by the Greensboro ABC Board. Any additional store locations will be reviewed and examined on a case by case basis by both parties.

WHEREAS, the Consolidated System of Greensboro and Summerfield will generate greater revenues for each participating municipality (as well as Guilford County, which will share in the net proceeds of Greensboro and Summerfield) than would separate systems inasmuch as

considerable savings are achieved through combined managerial, administrative, financial, warehousing, and law enforcement functions; and

WHEREAS, the Greensboro ABC system maintains separate records for each ABC store in the end that the gross revenues, expenses and net revenues for each store and the combined store(s) within the Town of Summerfield may be readily determined. The Greensboro ABC Board will retain 30% of the profits and the remaining amount will be distributed to the town of Summerfield. All net profits derived from Summerfield ABC store(s), after distributions required by state and federal law, are to be distributed on a quarterly basis to the governing body of Summerfield in which the store(s) generating such profit is located.

The Summerfield ABC store(s) will become a part of the Greensboro ABC system. The governing body of the town of Summerfield shall appoint one (1) ex officio member to the Greensboro ABC Board to serve a three (3) year term as a non-voting member of such board. The appointee must be a resident of Summerfield, and must be known for his or her good character, ability, and business acumen, and may serve a maximum of two three-year terms commencing on July 1 of the first year and ending on June 30 of the third year, except and provided the first Summerfield appointee shall serve an interim term from date of appointment until June 30, 2006 and upon re-appointment or new appointment every three (3) years thereafter.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SUMMERFIELD:

- 1. That the merger of the Town's newly approved ABC System with the Greensboro ABC System as set out herein is hereby approved.
- That upon like approval by the City Council of the City of Greensboro, the North Carolina Alcoholic Beverage Control Commission is hereby requested to approve said merger under the terms and conditions set out above.
- 3. That either the Town of Summerfield or the Greensboro ABC Board may withdraw and terminate the merger agreement at the end of five (5) years or both parties may agree to extend the merger agreement upon mutual consent. At any other time, the merger

agreement may be dissolved with the approval of the North Carolina Alcoholic Beverage Control Commission.

4. That in the event of termination and withdrawal from the merger by either party, the Greenshoro ABC Board shall appoint an independent Certified Public Accountant (CPA) or a CPA firm to conduct an audit of the financial records of the Consolidated System and make a determination as to those assets and/or liabilities which are attributed to the Greensboro Consolidated ABC Board and the Town of Summerfield, respectively.

Adopted this Laday of Detailer, 2005.

TOWN OF SUMMERFIELD

By: Alla Barnes, Mayor

ATTEST AND SEAL

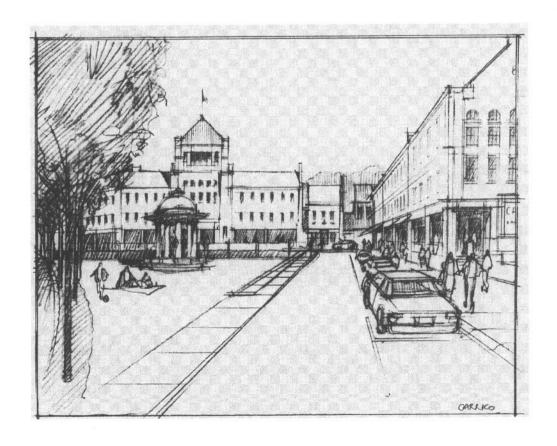
By: Alance Laughlin, Town Clerk



(draft working document)

Urban Development Investment Guidelines

For evaluating development and redevelopment projects in downtown and reinvestment areas and corridors that have requested City participation.



Purpose of the Urban Development Investment Guidelines

On May 6, 2003, the Greensboro City Council adopted the *Connections 2025*Comprehensive Plan. This plan provides a goals and policy framework for the future development of the City. As a part of this future vision, the Plan recommends intensification of development within the central business district and identified reinvestment corridors and areas.

These **Urban Development Investment Guidelines** have been prepared as part of the City's effort to promote high quality urban developments that meet the community's intended vision. By implementing these Guidelines, the City hopes to provide prospective developers with a consistent and dependable set of criteria that will be used in evaluating how closely proposed development projects meet the City's development goals. In addition, these Guidelines establish how project risks and returns to the City will be reviewed and reported.

Eligible Areas Description

The **Urban Development Investment Guidelines** are targeted to new development and redevelopment projects within the downtown redevelopment area and zones identified in *Connections 2025* as reinvestment areas and corridors. These areas represent priority opportunities for combined private and public sector reinvestment. The intent in these areas is to promote the redevelopment of underutilized, outdated properties and the filling in of vacant sites, thereby creating more economically and socially vibrant communities. A strong preference is given to *catalyst* projects that stimulate the private market and encourage the mixing and diversification of uses as a means to a more efficient and sustainable development pattern.

Downtown Redevelopment Area

The Downtown Redevelopment Area, as currently adopted and including areas that may be added to the redevelopment area by future amendments, currently covers roughly 500 acres as shown on Exhibit A. Within this area, the City is looking for unique projects that promote reinvestment, preservation, diversification, and selective intensification of activity that reinforces its importance as the economic, cultural, and civic center of the City.

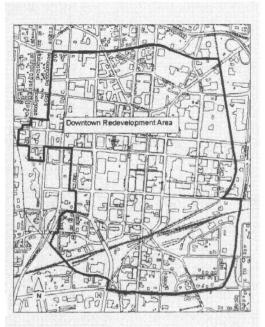
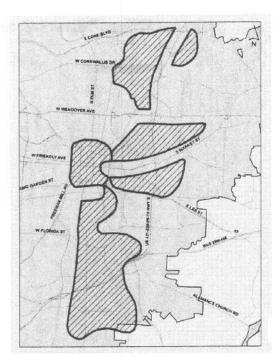


Exhibit A - Downtown Area



Reinvestment Areas

Reinvestment areas include currently designated Redevelopment Areas and additional locations identified in *Connections 2025* as Reinvestment Opportunity Areas, as shown on Exhibit B. These are mostly older neighborhoods and industrial sections of east Greensboro that are in need of private investment. A focus within these areas is to return business, community services, and housing choices to sections of the City that are currently underserved.

Exhibit B - Reinvestment Areas

Reinvestment Corridors

Connections 2025 identified eight Reinvestment Corridors for public and private sector investment, as shown on Exhibit C. These are primarily older commercial corridors along major thoroughfares. Within these corridors, the City is looking for private initiatives that promote reuse of existing buildings and new infill development that enhances economic viability and strengthens adjacent neighborhoods. The City will prioritize capital improvements in these areas in response to high quality privately-financed projects that meet the intent of these Urban Development Investment Guidelines.

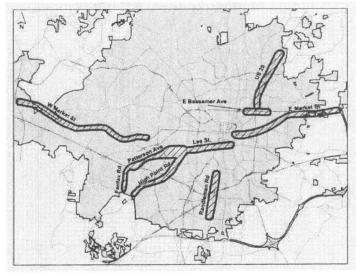


Exhibit C - Reinvestment Corridors

Use of the Urban Development Investment Guidelines

The Urban Development Investment Guidelines provide a mechanism for the City to use in evaluating the strengths and weaknesses of private development projects proposed within the identified priority areas. Well planned and clearly financed proposals will receive priority for assistance over proposals that offer unclear development objectives and unknown risks. Once financial risk is determined, the quality, creativity, and sustainability of the proposed development product is also evaluated.

The following is a list of possible ways the City may assist private developers. Infrastructure assistance is the preferred method of assisting urban development projects since the City is normally the provider of these facilities and services. Other forms of assistance may be proposed where infrastructure assistance alone is not sufficient and will be considered based on the merits of the proposal:

Uses of City Assistance

Infrastructure upgrades (water, sewer, storm sewer and streets)
Provision of off-street parking
Streetscape improvements
Land assembly
Affordable housing assistance
Loans or reimbursements for code compliance

Urban Development Investment Guidelines - Priority and Criteria Listing

The following objectives and evaluation criteria provide a consistent framework for evaluating development projects. Further refinement of these criteria is likely as experience is gained in its use.

The criteria are divided into three parts. *Part 1* evaluates the estimated risks and financial returns of the proposal and is to be completed for all projects covered by this policy. *Part 2* is to be used for project proposals within the downtown redevelopment area and assesses the likely impact of the project on the downtown environment. *Part 3* provides a similar analysis of projects proposed in reinvestment areas and corridors.

For projects requesting City participation

Part 1 - For all projects requesting City participation:

| Criteria | Score | Comments |
|--|-------|----------|
| | | |
| Priority 1-A: Viability and Need for Public Assistance | | |
| (points each) | | |
| | | |
| Third-party analysis demonstrates viability of project | | |
| 2. "But for" financial analysis demonstrates need for assistance | | |
| - 5 to 10% return to developer (excellent) | | |
| - 10 to 15% (good) | | |
| - 15 to 20% (acceptable) | | |
| 3. Demonstrates ability to pay private debt service | | |
| - 1.25 to 1 (excellent) | | |
| -1.1 – 1.25 to 1 (good) | | |
| - 1.1 or less to 1 (less than desirable – subject to review) | | |
| 4. Clearly documented financial commitments | | |
| 5. Debt coverage ratio of any public debt issued to fund the project | | |
| - 1.25 or greater (excellent) | | |
| - 1.1 to 1.25 (acceptable) | | |
| 6. City exposure as a percent of total project | | |
| - 0 to 10% (excellent) - 10% to 25% (good) | | |
| - 25% or more (less than desirable – subject to review) | | |
| 7. Developer has experience successfully developing similar projects | | |
| 8. Developer equity in project | | |
| - 20% or more (excellent) | | |
| - 10% to 20% (good) | | |
| - Less than 10% (less than desirable – subject to review) | | |
| 1 | | |
| Priority 1-A Score | | |

For projects requesting City participation

| Project: | |
|----------|--|
| J | |

Part 1 - For all projects requesting City participation: (con't)

| Priority 1-B: Return on Investment | are that his highlight |
|---|------------------------|
| (_points each) | |
| 1.0 | |
| 1. Creates one or more permanent jobs per \$50,000 of City assistance | |
| 2. Tax increment revenue exceeds City assistance - within 5 years (excellent) | |
| - within 15 years (excellent) - within 15 years (good) | |
| - within 13 years (good) - within 20 (acceptable) | |
| 3. Increases the tax base of the property being redeveloped | |
| - 250% or more (excellent) | |
| - 150% to 250% (good) | |
| - 100% to 150% (fair) | |
| Priority 1-B Score | |
| · | |
| Priority 1-A & 1-B Totaled Score | |

Other comments on financial viability, risks and returns of this request:

For projects requesting City participation

| Project: | |
|-----------------|--|
| 1 Toject. | |

Part 2 - Additional Criteria for projects proposed in <u>Downtown area</u>:

| Criteria | Score | Comments |
|---|-------|----------------|
| B : 2 2 4 C : 1 : B : 4 | | |
| Priority 2-A:Catalyst Projects | | |
| (points each) | | |
| 1. Corporate headquarters and other significant office space projects greater than 50,000 square feet | | |
| 2. Unique project for downtown – ex: Elon Law School, downtown hotel | | |
| 3. Anchor retail use exceeding 15,000 square feet | | |
| 4. Regional draw | | |
| Priority 2-A Score | - | |
| 11101ty 2-71 Score | | |
| Priority 2-B:Intensification and Diversification of Uses | | 11 31 11 11 11 |
| (_points each) | | |
| | | |
| 1. Project is mixed-use | | |
| 2. Commercial space is provided on first floor | | |
| 3. Eliminates a blighted property | | |
| 4. Reuses a vacant or underutilized property | | |
| Bonus Points | | |
| (points each) | | |
| a: Appropriate reuse of historic buildings | | |
| b: Provides rental housing units | | |
| c: Provides workforce housing | | |
| Priority 2-B Score | | |

For projects requesting City participation

| Project: | |
|----------|--|
| rroject: | |

Part 2 - Additional Criteria for projects proposed in <u>Downtown area</u>:(con't)

| Criteria | Score | Comments |
|---|-------|----------|
| Priority 2-C: High Quality and Sustainable Development | | |
| (_ points each) | | |
| 1. Creates or enhances downtown parks, plazas or greenways | | |
| 2. Adds street activity, such as outdoor eating areas or public art space | | |
| 3. Greater than 50% of 1st floor frontage is transparent windows | | |
| 4. Provides enclosed off-street parking hidden from street view | | |
| Bonus Points (points each) | | |
| a: Project has obtained a LEED designation indicating high level of sustainability in design and construction | | |
| b: Cleanup of an environmentally impaired site | | |
| c: Accommodations for bike racks, transit shelters and other pedestrian amenities | | |
| Priority 2-C Score | | |
| Priority 2A-2C Totaled Score | | |

Other comments on unique design and development aspects of this request:

For projects requesting City participation

| Project: | |
|------------|--|
| I I OJECTI | |

Part 3 - Additional Criteria for projects proposed in <u>Reinvestment Areas and Corridors</u>:

| Criteria | Score | Comments |
|--|-------|----------|
| | | |
| Priority 3-A:Catalyst Projects | | |
| (points each) | | |
| Addresses a specific project opportunity identified in an adopted neighborhood or corridor plan | | |
| 2. Extent to which market is already supporting similar projects in the area | | |
| No other similar projects in area (excellent) One other similar project (good) Multiple similar projects (not as desirable) | | |
| Priority 3-A Score | | |
| | | |
| Priority 3-B:Intensification and Diversification of Uses | | |
| (points each) | | |
| 1. Project is mixed-use | | |
| 2. Provides neighborhood businesses and services to underserved areas - without these services within 1 mile radius (excellent) - without these services within ½ mile radius (good) | | |
| 3. Eliminates a blighted property - project site is blighted (excellent) - other blighted properties within ½ mile radius (good) | | |
| 4. Reuses a vacant or underutilized property | | |
| | | |
| Bonus Points (points each) | | |
| \X | | |
| a: Appropriate reuse of historic buildings | | |
| \X | | |

For projects requesting City participation

| Project: | | |
|-----------|--|--|
| I Toject. | | |

Part 3 - Additional Criteria for projects proposed in Reinvestment Areas and Corridors:

| Criteria | Score | Comments |
|---|-------|----------|
| Priority 3-C: High Quality and Sustainable Development | | |
| (points each) | | |
| 1. Compatible with surrounding developments based on setbacks, orientation, height, and spacing of buildings | | |
| 2. Creates or enhances neighborhood parks, plazas or greenways | | |
| 3. Adds pedestrian amenities, such as ground floor retail uses, street trees, on-street parking, outdoor eating areas, and public art space | | |
| 4. Provides connected and shared access and parking areas | | |
| 5. Provides additional off-street parking screened from street view | | |
| Bonus Points (points each) | | |
| a: Project has obtained a LEED designation indicating high level of sustainability in design and construction | | |
| b: Cleanup of an environmentally impaired site | | |
| c: Accommodations for bike racks, transit shelters and other pedestrian amenities | | |
| d: Removes non-compliant signage | | |
| Priority 3-C Score | | |
| Priority 3-D: Increase Public Safety by Redeveloping High Crime Zones | | |
| (points each) | | |
| 1. Level of crime rate in area compared to City average - Crime rate greater than 110% of City average (excellent) - Crime rate 100% to 110% of City average (good) - Crime rate less than 100% of City average (acceptable) | | |
| Priority 3-D Score | | |
| Priority 3A-3D Totaled Score | | |

Other comments on unique design and development aspects of this request:

Definitions

Blighted Property – As defined by NC Redevelopment Statutes, shall include properties that, by reason of dilapidation, deterioration, age or obsolescence, inadequate provision of ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, unsanitary or unsafe conditions, or the existence of conditions which endanger life or property by fire and other causes, impairs the sound growth of the community.

"But For" Proforma Analysis – Presentation of a project development and operating proforma identifying all sources and uses of funds and rates of return in sufficient detail to explain what portion of the funding sources are not obtainable from private sources if a reasonable rate of return on investment is to be achieved.

Catalyst Project – A proposed development project that, because of its size, location, unique uses, or ability to attract new jobs, is likely to stimulate significant additional development activity.

Developer Equity – Funding sources provided by the individual investors and not subject to scheduled payback from project revenues.

Downtown Redevelopment Area – Area of downtown designated by the Redevelopment Commission of Greensboro according to NC Redevelopment Statutes, and including any additional areas added to the Downtown Redevelopment Area by future amendment.

LEED Designation – As established by the US Green Building Council, refers to buildings and developments that have been certified under one of the LEED designations, including LEED-NC (New Construction), LEED-EB (Existing Buildings), LEED-H (Homes), and LEED-CS (Core and Shell). LEED certification generally means buildings are designed to be efficient to operate and utilize environmentally friendly materials and techniques in their construction

Mixed-Use – A project that combines a principal use, such as housing units with other different uses, such as commercial or office space. The principal use should not enclose more than 90% of the total square footage of the project.

Tax Increment Revenue – the amount of additional City tax revenues estimated to be generated by the new development over and above what the property is currently paying.

Workforce Housing – conceptually defined as housing units affordable to the full range of individuals and families working within the area. For purposes of these Guidelines, units will meet this definition if they are affordable to families between 80% and 120% of the City's median family income, as established by the US Dept. of HUD each year.

UPDATE ON HEART OF TRIAD PROJECT CITY COUNCIL BRIEFING SESSION JANUARY 31, 2006

1. Background - Key Dates

- a. Spring, 2004 Elected officials ask Planning Directors to meet to discuss possible joint-jurisdiction regional business park concept
- b. February, 2005 Six elected bodies endorse proceeding with more detailed study of concept, termed the Heart of the Triad (HOT); presentation showed concept with 5,000+ acre park area in center of region, with two mixed use "focus areas" providing support services, along with key transportation improvements and open space (see map).
- c. Fall, 2005 \$400K obtained in state and private funds for HOT master plan effort, focusing on land use, transportation, infrastructure, governance and marketing issues.
- d. November, 2005 Elected bodies each appoint two representatives to HOT Steering Committee to oversee HOT Master Plan effort. Greensboro rep's are Sandy Carmany and Robbie Perkins. Planning Directors and Chamber representatives also meeting as Technical Committee for study effort.
- e. December, 2005 HDR firm chosen to lead six month HOT planning effort, along with economic, design and PR subcontractors. Begins work on process, information collection and kickoff event in Winston-Salem. First monthly Steering Committee meeting held.

2. Upcoming Dates

- a. Thursday, February 2, 2006 6:30-8:30 pm; Public Forum at Triad Park, Woodlands Hall for presentations, feedback on study.
- b. March, 2006 consultant delivers Market/Economic and Existing Conditions reports for review.
- April 3-8 Study charrette held to involve many stakeholders and staff in intensive study/design effort to develop several alternate plans for area.
- d. April 24-27 (tentative) Interactive Vision Analysis effort, combining specific feedback from sessions into a process to analyze impacts main alternate plan concepts.
- e. Public Presentations (tentative) Weeks of June 12 (Draft Plan) and July 10 (Final Plan).
- f. Winter Spring, 2006 -Discussions with state/federal delegation on possible needed legislation to implement HOT Plan, such as funding, formation of special services district, etc.

